



WEWS

ORDER

Print Date 10/25/12

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Flight Dates 10/17/12-10/23/12

Contract / Revision 296408 / Candidate. 10.17.12-10.23.12

Original Date / Revision 05/02/12 10/24/12 Agency Com 15%

Advertiser Renacci / Republican / Cong

815 Slaters Lane
Alexandria, VA 22314

Agency American Media and Advoc

Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 2540

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	27	\$28,687.50	\$33,750.00	0.00
Totals	27	\$28,687.50	\$33,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	27	\$28,687.50	\$33,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/17/12	10/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 2	WEWS	10/17/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	5	\$3,500.00



WEWS

Print Date: 10/25/12

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Contract / Revision **296408** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 05/02/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Candidate. 10.17.12-10.23.1** Estimate # **2540**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/17/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$700.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$700.00		0.00			
N 4	WEWS	10/17/12	10/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$1,200.00		0.00			
N 5	WEWS	10/17/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,800.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WEWS	10/22/12-10/28/12		M-F 6-630p News		6-630p	MT-----	:30		(\$1,800.00)		0.00	NM		
See MG 5.6															
[hra/pol]															
6	WEWS	10/28/12-10/28/12		M-Su 630-7p WNT		630-7p	-----Su	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 5.4 10/23															
N 6	WEWS	10/21/12	10/21/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,200.00		0.00			
N 9	WEWS	10/17/12	10/23/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	MTWTF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,400.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$2,400.00		0.00			
N 11	WEWS	10/17/12	10/23/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$6,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/15/12-10/21/12		Sunday Prime C		9-10p	-----Su	:30		(\$6,000.00)		0.00	NM		
Credited															
[Adding spots to end of contract.]															
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 12	WEWS	10/23/12	10/23/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,400.00		0.00			
N 13	WEWS	10/23/12	10/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-T-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					2	\$1,200.00		0.00			
N 14	WEWS	10/17/12	10/23/12	M-F 7-730p 7-730p The List	CM	7-730p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00			
Week:		10/22/12	10/28/12	-T-----					1	\$1,200.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Totals														27	\$33,750.00